WHAT IS CLAIMED IS:

1. A tire comprising:

a tire bead area rubber comprising a mixture of a rubber polymer and carbon black particles, wherein the carbon black particles having a DBP absorption of about 45 or less.

2. The tire according to Claim 1, wherein the carbon black particles also have an iodine number of about 40 or less.

3. The tire according to Claim 2, wherein the tire bead area rubber comprises a bead filler, a chafer strip or an abrasion.

4. The tire according to Claim 3, wherein the rubber polymer is natural rubber, or a synthetic rubber made from monomers of one or more conjugated dienes having from about 4 to 12 carbon atoms, a rubber made from monomers of a conjugated diene having from 4 to about 12 carbon atoms and a vinyl substituted aromatic having from 8 to 12 carbon atoms, or combinations thereof.

5. The tire according to Claim 4, wherein said DBP absorption is from about 20 to about 45.

6. The tire according to Claim 4, wherein said iodine number is from about 3 to about 35.

7. The tire according to Claim 1, wherein the rubber polymer prior to curing has a Mooney Viscosity (ML^{1+4}) of from about 30 to about 80.

8. The tire according to Claim 1, wherein the amount of the carbon black particles is from about 5 to about 70 parts by weight per 100 parts by weight of said rubber.

9. A tire component comprising:

a strip of rubber comprising a mixture of a rubber polymer and carbon black particles, wherein the carbon black particles having a DBP absorption of about 45 or less, and wherein the strip of rubber is a bead filler, a chafer strip, or an abrasion.

10. The tire component of Claim 9, wherein the carbon black particles also have an iodine number of about 40 or less.

11. The tire component of Claim 9, wherein the rubber polymer is natural rubber, or a synthetic rubber made from monomers of one or more conjugated dienes having from about 4 to 12 carbon atoms, a rubber made from monomers of a conjugated diene having from 4 to about 12 carbon atoms and a vinyl substituted aromatic having from 8 to 12 carbon atoms, or combinations thereof.

12. The tire component Claim 11, wherein said DBP absorption is from about 20 to about 45.

13. The tire component of Claim 12, wherein said iodine number is from about 3 to about 35.

14. The tire component of Claim 13 wherein the rubber polymer prior to curing has a Mooney Viscosity (ML^{1+4}) of from about 30 to about 80.

15. The tire component of Claim 14, wherein the amount of the carbon black particles is from about 5 to about 70 parts by weight per 100 parts by weight of said rubber.

16. A process for reducing energy when mixing a rubber composition comprising:

(a) mixing, into uncured rubber, carbon black particles that have a DBP absorption of about 45 or less in fewer mixing stages than would be necessary when using carbon black particles that have a DBP absorption of about 70 or greater in order to achieve the same desired Mooney Viscosity, and

(b) transferring the mixture to another vessel for further processing.